Cloud Based E- Commerce Web Application Design and Development

Proposal for Mr. Wayne

1

27th April 2018

                                                                                                                                     

|  |  |
| --- | --- |
| TABLE OF CONTENTS | PAGE NO |
| INTRODUCTION | 3 |
| EXECUTIVE SUMMARY | 4 |
| KEY DEVELOPMENT OBJECTIVES AND SCOPE | 4-5 |
| FEATURES OF THE PROJECT | 5–8 |
| ADD ONS and SUPPORT SERVICES | 9–10 |
| TIME FRAME | 10 |
| PAYMENT TERMS | 10 – 11 |
| QUALITY POLICY | 11 |
| GENERAL TERMS AND CONDITIONS | 11 - 12 |
| CONCLUSION | 13 |

2

                                                                                                                                     

Introduction

Design Direct Web Solutions has been delivering bespoke web, mobile and software solutions to over 500+ clients in London since 2006. With more than 10 years of rich industry experience, we have been delivering our clients bespoke applications that are unique and multi-device friendly. At Design Direct, we hold one goal above all others i.e. 100% client satisfaction.

Our team of highly skilled IT experts uphold the highest standards for project planning and execution and we are dedicated to building the perfect website that suits your needs on-time and on-budget. We have built web applications, mobile apps and software for several brands and are also specialized in digital marketing for many happy clients around the world with great success and we are quite excited to work on your ecommerce project.

In this proposal, you will find an optimal solution for your e-commerce website design and development needs, along with the associated delivery timeline, costs, and project terms. Once you have reviewed this proposal thoroughly, simply electronically sign it at the bottom to indicate your approval and send to us.



3

                                                                                                                                     

Executive Summary

Design Direct is designing and developing an e-commerce web portal for Wayne that act as an online market place where buyers and sellers meet online for selling and buying goods in local and global market. We will create a fully bespoke e-commerce web portal which will help the sellers or entrepreneurs to list their products into the website and the interested buyers can shop according to their choice. The primary feature of the e-commerce website is that it will enable as an online store selling natural/ handmade or cultural products such as soaps, hair creams, clothing, costume, jewellery etc. with local and international delivery options. And the target audience will be the Hebrew community’s around the world.

The web portal give options to the sellers to create their account with log in id and password and can add unlimited no.of products into the account. Potential buyers can search for products of their interest from the list, add to their wish list and purchase it through their account. Safe, fast and secure check out payments are integrated in the payment gateway system. The users can login to their account to see the status of their order and this will facilitate ease of checkout and can be used for future orders. The users can also subscribe to the newsletters on a daily/weekly or monthly basis.

We are creating the ecommerce platform with multilevel access, product database, tailor made content management system and online product selling option. This will be a custom web application that ensures security and smooth work flow of the website, which in turn produce the maximum ROI for the business. This systems can be accessed from anywhere in the world by secured login assigned for different access levels. The core technologies we will be using to develop this platform are PHP along with XHTML, CSS, Java / J2EE , AJAX, Angular JS, jQuery ,MySQL and Bootstrap.

Key Development Objectives and Scope of the Project

1. A user-friendly e-commerce website which is easy to navigate, with simple straight forward and safe shopping/ ordering system and check out page.
2. Unlimited numbers/lists of products, items and categories can be displayed (no restrictions).
3. A complete tailor made content management system will be integrated which will enable concerned admins to edit contents and update database – unlimited photos, descriptions and other contents, on a regular basis.

 

4

                                                                                                                                     

1. Responsive designs for the platform can be accessed from different devices like tablet, laptops PCs and Mobiles.
2. Automated emails will be generated and send to registered users email ids with order confirmation and shipping confirmations including tracking details where relevant.
3. The Master Admin have full access to the application and emails and through the back end, he/she can have access to the unlimited contact details of the users or subscribers.
4. Top deals of the day will be displayed in the Home Page. Or it can be like a top suggestion to the user/visitor either based on their previous purchase history or if it’s a new visitor, based on the most moving items/most popular items. This will come as a pop up in the home page.
5. We can also add many categories in the home page to list the products like Popular/Trending now (which can be updated on a regular basis by the Admin through the back end), Shop by category etc. Also a full list of items with categories can be added in the top of the home page.
6. Ratings/reviews – There will be an option for the users to give their reviews based on their user experience about the website or their purchase experience. Also they can give ratings for a particular item they have purchased (star ratings). For enabling this option, the user must be a registered user.
7. There will be other pages as About Us page, How it works Shipping and Delivery, Register as a Seller, Register as a buyer, Search, FAQ etc
8. When a user enters the website, a pop up window will be displayed asking for Sign up option and offering a coupon for new sign ups and asking for subscription to the newsletters.
9. Extremely powerful and easy to use shopping cart that is fully integrated into the website, inclusive of guest checkout
10. For detailed viewing of the product, we can add features to zoom into the product in different angles.
11. The user can also sort the view of products by Price, Popularity and grid and list view options.
12. The Master Admin can create multiple product promotions and Special Offers/Top deals/Today’s deals can be shown in the Home Page.
13. Secure customer account history – the details of the clients will be secured and easily stored in the database through the customized back end CRM. This can help the Admin to identify the subscribers, clients purchase history which can be used to give product suggestions to the clients and the history page will display the items bought, date of purchase, delivery and price of the item bought.

5

                                                                                                                                     

XVII. API to a delivery company of Wayne’s choice.

Website user interface features: Clear Design Structure – Easy to use

We will design the website in a clear and concise structure, making it user friendly for customers with a seamless experience. We do not use templates, all our designs are done from scratch, giving you full potential to create a fully bespoke website.

Fully Responsive Design

We develop a fully responsive website which can deliver a high quality experience to visitors no matter what device (desktop computer, iPad, smartphones etc.) they are using to display your website. We create one design that responds accordingly to the users screen resolution. It will be instantly cross-platform, easy to manage, cost effective and future proof.

Content Management System

The content management system will be fully customized and have a Master Admin module, where in the Admin have full control of the web application and all the transactions that are happening over the website.

Master Admin Login – There will be a secure login and password for the Master Admin. When logging in, it goes into the dashboard where the Admin can oversee all the transactions and activities through the web portal.

Control on the database - The Master Admin can also control the database of all the clients, email lists, subscriber’s lists and can enable sending mails to the registered email ids when a user asks for Forgot Password option.

Page Statistics and Reports - Admin can view user stats (visits on profile pages), registration counts, payment records, order reports, contact details etc. through the back end CRM.

Seller

Seller Account Log in - There will be a secure login and password for the Sellers. This will be controlled by the Master Admin. When a seller log in, it goes into the seller’s dashboard where he can oversee all the transactions and activities happening in his account like order summary,, no.of products, no.of deliveries due, payments received etc. through the web portal.



6

                                                                                                                                     

Update Profile/Products/Contents - The Seller Admin can also update product lists, special/top deals, description of the items or any other contents or images on an unlimited basis through the CMS.

Order Summary – The Seller Admin can view the order summary through the dashboard and arrange for the delivery based on the bookings made, address and date of delivery.

If a buyer choose to purchase a product and make the payment, a notification will be instantly generated and sent to the specific seller regarding the purchase and other details so as to enable him to make necessary arrangements for the delivery.

If any buyer cancel his order or leaves the website without completing the order, an auto generated email will be send to the user’s registered email id stating this and a link that opens directly to the checkout page to enable the purchase. Also an uncompleted transaction will be saved in the buyer’s dashboard in his ‘My Cart’/’My Wish list’ page.

Forgot Password – If a seller forgets his password, the Master Admin can enable changing the same by sending an email to the registered maid id of the seller with a link to change the password.

Product Listings

The Seller Admin can upload unlimited lists of the products and the same can be listed in any number of categories as product type, availability, popularity etc. Also most popular or top selling products will be highlighted and displayed under Popular Items.

Buyer

Account Log in – Any user can register himself as a buyer in to the website using his email id and password.

Buyer Dashboard – This includes items he has searched previously(History), Wish list/My Cart, Products bought previously, if any, number of items bought etc

Forgot Password – If a buyer forgets his password, the Master Admin can enable changing the same by sending an email to the registered maid id of the buyer with a link to change the password.

Social Media Integration

Instagram and Facebook feeds by clients can directly be shown in the website, with clients profile picture and a link to the concerned social media page where any user/viewer can read it fully from there.

7

                                                                                                                                     

Check out Page

The buyer after confirming his order will be directed to the checkout page, with a summary of the items purchased and there the user can opt to make the payment online through the payment gateway enabled in the web portal. The user can enter the shipping address, date and time of delivery and the name of receiver with his/her contact number for smooth delivery and confirms the order.

An order confirmation email will be sent to the registered email id of the user with the link to track his order. The user can also track the delivery status by logging into his page.

Payment Gateway Integration

We will be integrating payment gateways like PayPal and Stripe for fast, secure and smooth payment check outs. We can also integrate any split payment system according to Wayne’s choice.

News/Blog Module

We will create a fully easy to use module to update news and blog with pictures. The Master Admin can update this any time through the bespoke Content management system. We will also add a share button through which Visitors / Customers will be able to share blogs or news to social media

account. This will connect with Facebook, Twitter, LinkedIn, Google etc.

Other Features:

* 1)  Dedicated Project Manager, team of Web designers and Web Developers from Start to Finish.
* 2)  Stunning, professional and fully bespoke website based on latest technology with the use of HTML 5 & CSS 3 and custom made developed in PHP.
* 3)  No use of templates - all designs are completely unique and open to ideas.
* 4)  System can display reviews which helps to increase your visibility on the major search engines including Google.
* 5)  We ensure cross browser compatible website including Internet Explorer, Safari, Firefox, Google Chrome and Opera on the latest version.
* 6)  SEO friendly page URLs.
* 7)  Project sign off and complete testing before going live.
* 8)  Google Analytics: You will have access to a Google analytics account where you can track how many hits you are getting on the website and also how they are searching for your website through keywords. You will also see how customers are engaging with your website by tracking how they browse your website. This gives you all the information to maximize the visitor experience.



8

                                                                                                                                     

Add-On Services Suggestions: SEO and PPC (Google Ad Words Campaign):

Search Engine Optimization/ Google Ad Words Campaign is the process of moving the visibility of your website in search engine results. A team of SEO specialist experts will be handling the SEO activities at a monthly rate of £?. Also we have Google certified experts who will be managing your ad word campaign for £? per month. Your google account will be credited with a £? Google voucher in the first month. We will do a one month SEO absolutely free after the website goes live. If you would like to continue using our services after the first month, our team will mail you a detailed proposal for the same.

SSL Integration

SSL (Secure Sockets Layer) is the standard security technology for establishing an encrypted link between a web server and a browser. This link ensures that all data passed between the web server and the browsers remain private and integral. SSL Integration would cost £110+vat.

Hosting:

Dedicated hosting allows enhanced security, particularly important for companies handling sensitive transactions over FTP or SSL. Our annual Hosting fee is £110+vat.

The features of our Hosting Server are: CPU: Intel(R) Xeon(R) CPU E3-1230 v5 @ 3.40GHz Total processors: 8 CPU Speed: 3408.032 MHz RAM: 16GB Web Space: 15 GB Bandwidth: 10 GB Mailboxes: Unlimited MySQL Databases: 5 PHP & FTP/SFTP: Yes

Service:

Our Linux server combines best-of-breed technology with outstanding customer service and our in- house Linux expertise.

Some of the features are given below:

* Optimised network infrastructure.
* Dedicated manager and support team.
* Shared Cisco ASA Firewall as standard.



9

                                                                                                                                      

Capacity Threshold Monitoring: Track every aspect of your server and oversee and manage performance.

Data Recovery: If in any case if you get suffered from a failed hard drive, you can get an immediate data recovery for minimum disruption. We also have a daily back up of data for an additional cost.

Bandwidth Insurance: Protect your Linux server from unexpected bandwidth charges. McAfee Anti-Virus: McAfee anti-virus server protection ensures your protection against any virus or

malware attacks.

Free Support: We will also provide you free support for one year for all the programming bugs in the website.

Time Frame

We need 8 to 10 weeks to complete the entire project including the beta testing. We can start the work within a week once you are happy to proceed with the proposal and our company.

The project team will consist of one dedicated project manager, one senior developer, one front- end developer, one designer and a quality analyzer. One of our senior web developer and the project manager will be working closely with you, on a day-today basis and the project manager will be the point of contact.

Mr. Wayne holds all the copyrights and patents (if any) for the whole cloud platform, designed and developed by Design Direct for the entire project. We are different from most of the other companies, as we will give the entire Copyrights to our clients.

 

Upon signing the agreement (1/3d of the total amount) After confirmation of the page designs After successful completion and before making the site live

1. Initial working on the website design will commence only after the payment has been received.

                                                                                                                                     

1. Before making the final payment, beta testing and testing on an actual server will be done by us and by Mr. Wayne and handover will be initiated to Mr. Wayne.
2. Design Direct will send Invoices to Mr. Wayne on a per project phase completion basis and payments will be due before the start of next phase.

We do not simply claim to offer best-in-class capabilities and expect clients to take our word for it – we demonstrate it at each engagement opportunity. And we adhere to strict quality policy at all stages of the project development – right from designing pages till delivery of the final website.

General Terms and Conditions

1. In the Concept Development phase, Design Direct will begin work by outlining the basic flow of the website with reference to the discussions and gathering the text and images for the website.
2. In the Design phase, Design Direct will create digital artwork for the outlined webpages and integrate the images and text.
3. In the Technical phase, Design Direct will enable the website server, domains and add interactive functionality like forms and emails.
4. In the Testing phase, both Design Direct and Mr. Wayne will test the entire website to make sure it is operating as expected.
5. HTML/CSS layout templates  If the project includes XHTML or HTML mark -up and CSS templates, we will develop these using valid HTML5 mark-up and CSS3 for styling. We will test all our mark -up and CSS in current versions of all major browsers including those made by Apple, Microsoft, Mozilla and Opera.
6. Copyrights  You guarantee to us that any elements of text, graphics, photos, designs, trademarks, or other artwork that you provide us for inclusion in the website are either owned by you or that you have permission to use them.

 

11

                                                                                                                                     

7.

We love to show off our work and share what we have learned from this project with other people. This means, after getting permission from Mr. Wayne we reserve the right to display and link your completed project as part of our portfolio and, to write about the project on websites, in magazine articles and in books about the web design.

12

                                                                                                                                     

Conclusion

We are submitting a comprehensive proposal based on the information collected from the discussions and the documents shared between Mr. Wayne and Design Direct for designing and developing a fully responsive e-commerce web portal which will be an online shop of natural and hand made products. We welcome the opportunity to bring our experience and skills to this project and look forward to hearing from you after reviewing our proposal.

Please Note: This proposal is valid only for 15 days and is owned by Design Direct. This proposal and any content within it is confidential and intended solely for the use of the individual or entity to which it is addressed. Any unauthorized use, disclosure, copying or alteration of this proposal is forbidden.

By signing below, both parties indicate their acceptance of this proposal, and constitute approval to begin work if Mr. Wayne do not require an additional consultant agreement.



Proposal Created By:

Proposal Created For: